

## ABSTRACT OF THE DISCLOSURE

Advertisements or commercials are integrated into an entertainment program or display by designating locations or fields in the entertainment program or display into which targeted advertisements or commercials may be inserted and/or modified, so that

5 the advertisements blend into the scene in which they are inserted without disrupting the entertainment program or display.

NWB-S:\Producer\beu\Pending I...P\P\pong\pong.app.wpd

09881815-061801